## Claims

## What is claimed is:

- 1 1. A computer controlled database system for providing a
- 2 user with database output through a user interface having
- 3 predefined dimensions limiting the capacity of each
- 4 iterative segment of output comprising:
- 5 database means for storing a plurality of different
- 6 types of output data;
- 7 means for providing data segments for each of the
- 8 different types of stored data, each segment having a
- 9 capacity limited by said predefined dimensions of said
- 10 user interface;
- means for providing a plurality of strings of said
- 12 segments, each string including a sequence of segments of
- 13 one different type of stored data;
- 14 means enabling a user to select one of said strings
- 15 of segments to be output; and
- 16 means for outputting said selected string of
- 17 segments at said user interface.
  - 1 2. The computer controlled database system of claim 1
  - 2 wherein:
  - 3 said user interface is a computer controlled display
  - 4 interface; and
  - 5 said database means for storing said output data is
  - 6 connected to said user interface through a network.
  - 1 3. The database system of claim 2 wherein said network
  - 2 is the World Wide Web.

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- 1 4. The database system of claim 3 wherein at least one
- 2 of said strings includes a sequence of segments of image
- 3 type of data.
- 1 5. The database system of claim 3 wherein at least one
- 2 of said strings includes a sequence of segments of text
- 3 type of data.
- 1 6. The database system of claim 3 wherein at least one
- 2 of said strings includes a sequence of segments of video
- 3 type of data.
- 1 7. The database system of claim 2 wherein at least one
- 2 of said strings includes a sequence of segments of audio
- 3 type of data.
- 1 8. The database system of claim 3 wherein said computer
- 2 controlled display interface is on a receiving display
- 3 station on said World Wide Web.
- 1 9. The database system of claim 8 wherein said means for
- 2 providing said strings of data segments are associated
- 3 with said database means connected by the World Wide Web
- 4 to said receiving display station.
- 1 10. The database system of claim 9 wherein:
- 2 said World Wide Web further includes a service
- 3 provider for organizing and providing data from database
- 4 sources on said World Wide Web to said receiving display
- 5 station; and
- 6 said service provider includes said means for
- 7 providing said plurality of strings of said segments to
- 8 said receiving display station.

- 1 11. The database system of claim 10 wherein said
- 2 receiving display station further includes means for
- 3 selecting and displaying one of said plurality of strings
- 4 of said segments provided to said receiving display
- 5 station.
- 1 12. The database system of claim 11 wherein said
- 2 receiving display station further includes means for
- 3 changing the order of segments to be displayed in a
- 4 selected one of said plurality of strings of segments.

- 1 13. In a computer controlled database system a method
- 2 for providing a user with database output through a user
- 3 interface having predefined dimensions limiting the
- 4 capacity of each iterative segment of output comprising:
- 5 storing, in databases, a plurality of different
- 6 types of output data;
- 7 providing data segments for each of the different
- 8 types of stored data, each segment having a capacity
- 9 limited by said predefined dimensions of said user
- 10 interface;
- 11 providing a plurality of strings of said segments,
- 12 each string including a sequence of segments of one
- 13 different type of stored data;
- enabling a user to select one of said strings of
- 15 segments to be output; and
- outputting said selected string of segments at said
- 17 user interface.
- 1 14. The method of claim 13 wherein:
- 2 said user interface is a computer controlled display
- 3 interface; and
- 4 said database means for storing said output data is
- 5 connected to said user interface through a network.
- 1 15. The method of claim 14 wherein said network is the
- 2 World Wide Web.
- 1 16. The method of claim 15 wherein at least one of said
- 2 strings includes a sequence of segments of image type of
- 3 data.

- 1 17. The method of claim 15 wherein at least one of said
- 2 strings includes a sequence of segments of text type of
- 3 data.
- 1 18. The method of claim 15 wherein at least one of said
- 2 strings includes a sequence of segments of video type of
- 3 data.
- 1 19. The method of claim 14 wherein at least one of said
- 2 strings includes a sequence of segments of audio type of
- 3 data.
- 1 20. The method of claim 15 wherein said computer
- 2 controlled display interface is on a receiving display
- 3 station on said World Wide Web.
- 1 21. The method of claim 20 wherein steps of providing
- 2 said strings of data segments is carried out at said
- 3 databases of stored data connected by the World Wide Web
- 4 to said receiving display station.
- 1 22. The method of claim 21 wherein:
- 2 said World Wide Web further includes a service
- 3 provider for carrying out steps of organizing and
- 4 providing data from database sources on said World Wide
- 5 Web to said receiving display station; and
- 6 said service provider further provides said
- 7 plurality of strings of said segments to said receiving
- 8 display station.

- 1 23. The method of claim 14 further including steps of
- 2 selecting and displaying one of said plurality of strings
- 3 of said segments provided to said receiving display
- 4 station.
- 1 24. The method of claim 23 further including the step of
- 2 changing the order of segments to be displayed in a
- 3 selected one of said plurality of strings of segments at
- a receiving display station.

- 1 25. A computer program having program code included on a
- 2 computer readable medium for providing a user with a
- 3 database system output through a user interface having
- 4 predefined dimensions limiting the capacity of each
- 5 iterative segment of output comprising:
- database means for storing a plurality of different
- 7 types of output data;
- 8 means for providing data segments for each of the
- 9 different types of stored data, each segment having a
- 10 capacity limited by said predefined dimensions of said
- 11 user interface;
- means for providing a plurality of strings of said
- 13 segments, each string including a sequence of segments of
- 14 one different type of stored data;
- means enabling a user to select one of said strings
- 16 of segments to be output; and
- 17 means for outputting said selected string of
- 18 segments at said user interface.
  - 1 26. The computer program of claim 25 wherein:
  - 2 said user interface is a computer controlled display
  - 3 interface; and
  - 4 said database means for storing said output data is
  - 5 connected to said user interface through a network.
  - 1 27. The computer program of claim 26 wherein said
  - 2 network is the World Wide Web.
  - 1 28. The computer program of claim 27 wherein at least
  - 2 one of said strings includes a sequence of segments of
  - 3 image type of data.

The computer program of claim 27 wherein at least 1 29.

- one of said strings includes a sequence of segments of 2
- 3 text type of data.
- The computer program of claim 27 wherein at least 1
- one of said strings includes a sequence of segments of 2
- video type of data. 3
- The computer program of claim 26 wherein at least 1
- one of said strings includes a sequence of segments of 2
- audio type of data. 3
- The computer program of claim 27 wherein said 1 32.
- 2 computer controlled display interface is on a receiving
- display station on said World Wide Web.
- The computer program of claim 32 wherein said means 1
- 2 for providing said strings of data segments are
- associated with said database means connected by the 3
- World Wide Web to said receiving display station. 4
- 1 34. The computer program of claim 33 wherein:
- said World Wide Web further includes a service 2
- provider for organizing and providing data from database 3
- sources on said World Wide Web to said receiving display 4
- station; and 5
- said service provider includes said means for 6
- providing said plurality of strings of said segments to 7
- said receiving display station. 8

- 1 35. The computer program of claim 34 wherein said
- 2 receiving display station further includes means for
- 3 selecting and displaying one of said plurality of strings
- 4 of said segments provided to said receiving display
- 5 station.
- 1 36. The computer program of claim 35 wherein said
- 2 receiving display station further includes means for
- 3 changing the order of segments to be displayed in a
- 4 selected one of said plurality of strings of segments.